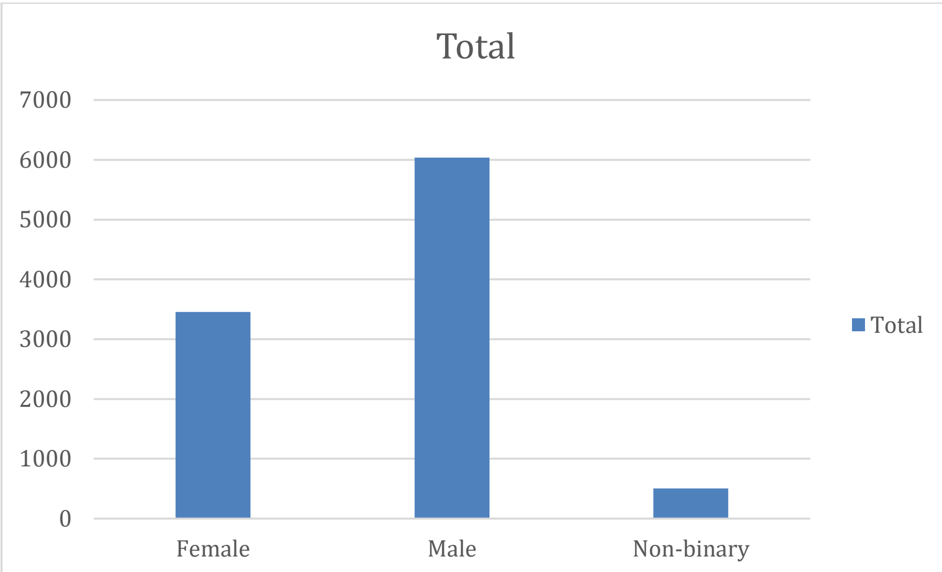
Provide Insights to the Marketing Team in Food & Beverage Industry

Primary Insights (Sample Sections / Questions)
Note: These insights can be derived from the survey responses

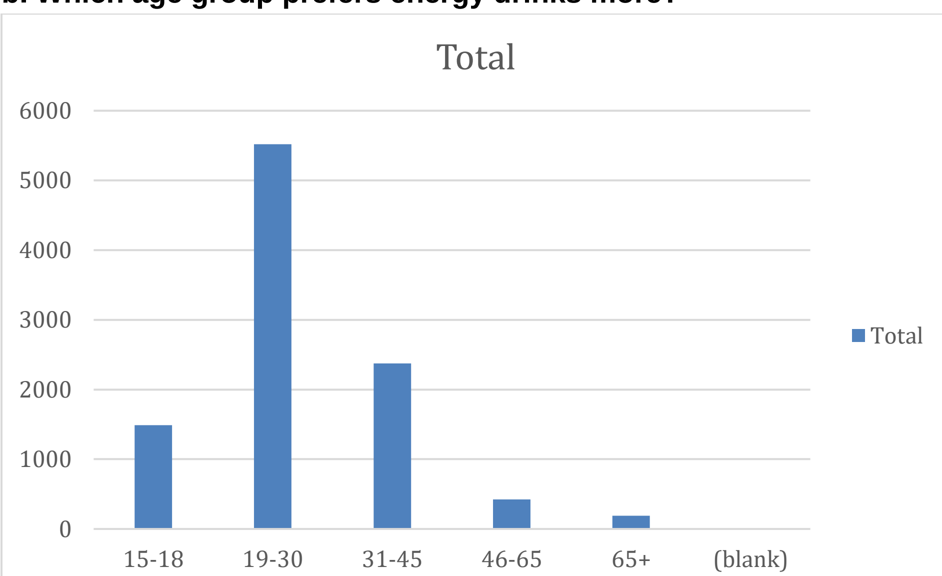
1. Demographic Insights (examples)

a. Who prefers energy drink more? (male/female/non-binary?)



Conclusion: **Males** consume energy drinks more.
Around 60% of consumers are Male followed by Female and Non Binary.

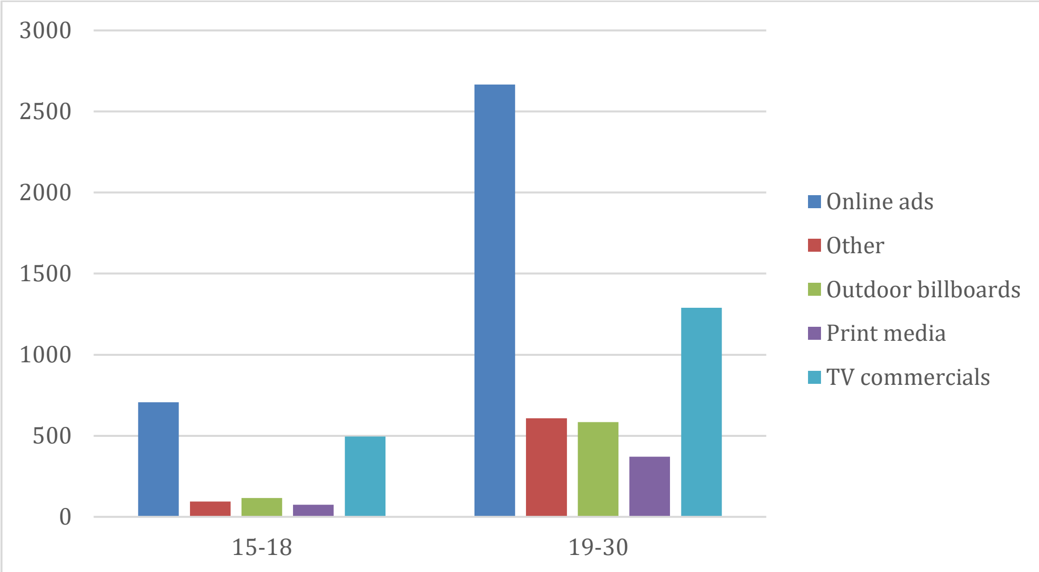
b. Which age group prefers energy drinks more?



Conclusion:

- people from the **age group (19-30)** prefer energy drink the most.
- This Age Group has nearly 50% consumers among all others.

c. Which type of marketing reaches the most Youth (15-30)?

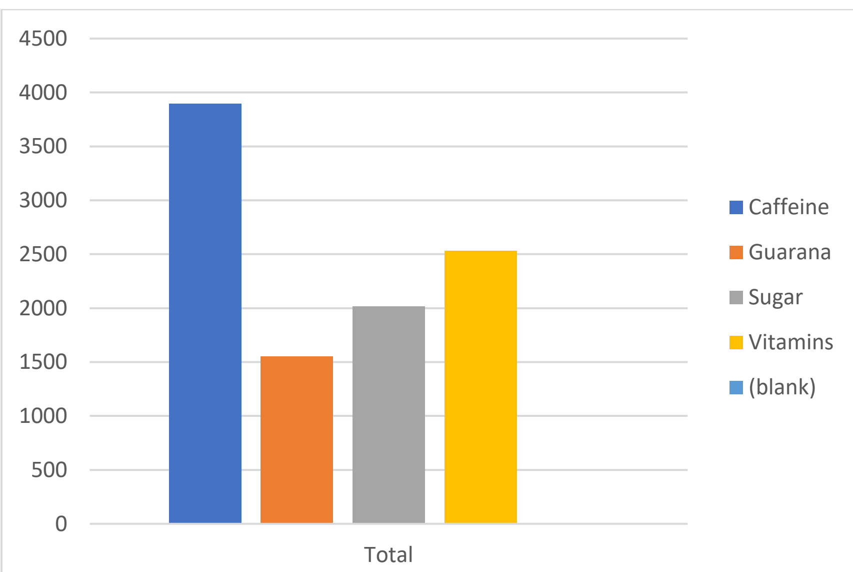


Conclusion:

- **online ads** reach most to the youths (15-30) followed by TV commercials for other channels.

2. Consumer Preferences:

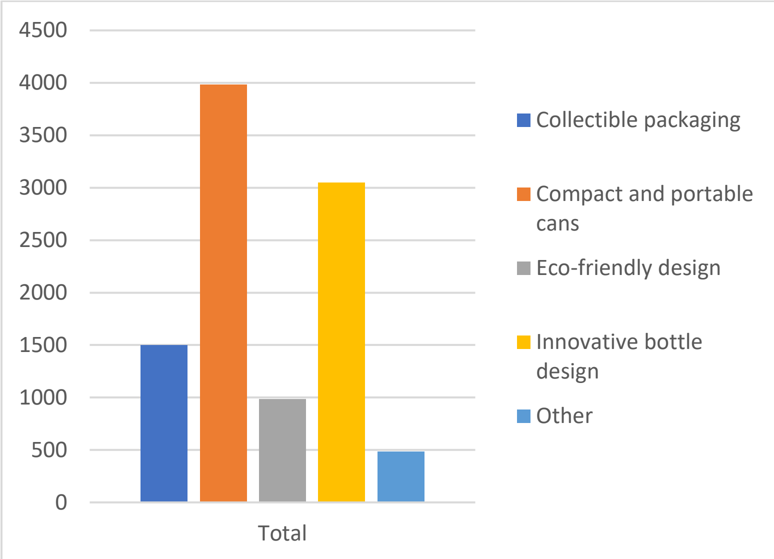
a. What are the preferred ingredients of energy drinks among respondents?



Conclusion:

- The most preferred ingredient among respondents is **Caffeine** which is around 39%.
- Vitamins, Sugar & Guarana comes next in line

b. What packaging preferences do respondents have for energy drinks?



Conclusion:

- The type of packaging or bottle design that would attract respondents for energy drink is **Compact and portable cans** which is 39.8% of respondents.
- Therefore brands should come up with an innovative bottle that is compact and portable to reach a wider range of consumers.
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3. Competition Analysis:

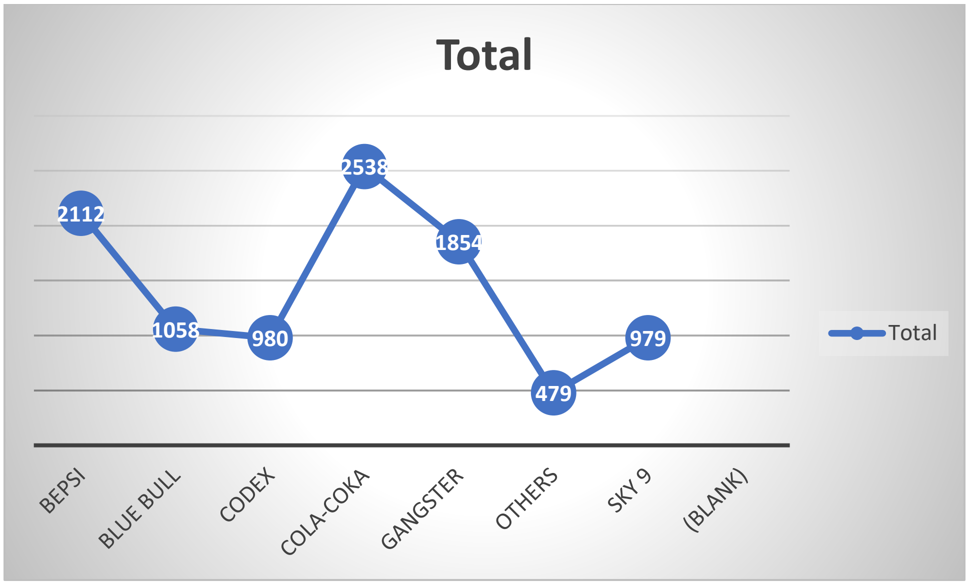
a. Who are the current market leaders?

Following are the brands who are leading the marketing terms of consumptions of the product, not only that brand perception is also same for top 3 brands. If we see it in term of "reason for choosing the brand", it gives the same result that people like the Cola-Coka the most.

They have highest pricing respectively means they are earning the most.

1. Cola-Coka
2. Bepsi
3. Gangster

Row Labels	**Count of Current_ brands**
Bepsi	2112
Blue Bull	1058
CodeX	980
Cola-Coka	2538
Gangster	1854
Others	479
Sky 9	979



Conclusion:

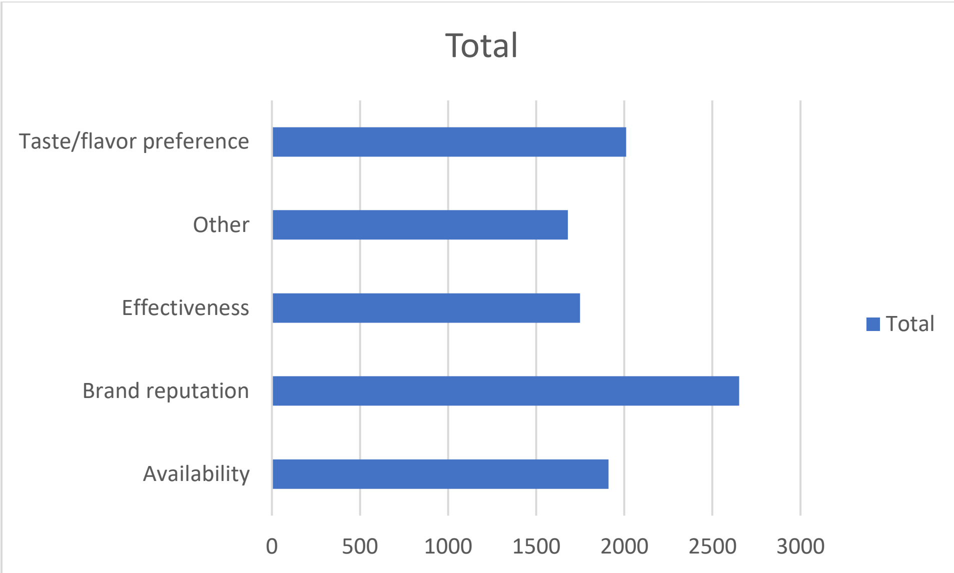
- There are many reasons for choosing Cola-Coka over our brand ie CodeX. Few are listed below.

1. Availability
2. Brand reputation
3. Taste and flavour preferences

- Cola Coca acquires 1/4 th of the energy drinks market, followed by Bepsi and Gangster.
- **CodeX** comes **5th** in the market ranking.

b. What are the primary reasons consumers prefer those brands over ours?

Row Labels	**Count of Reasons_for_ choosing_brands**
Availability	1910
Brand reputation	2652
Effectiveness	1748
Other	1679
Taste/flavor preference	2011
Grand Total	**10000**



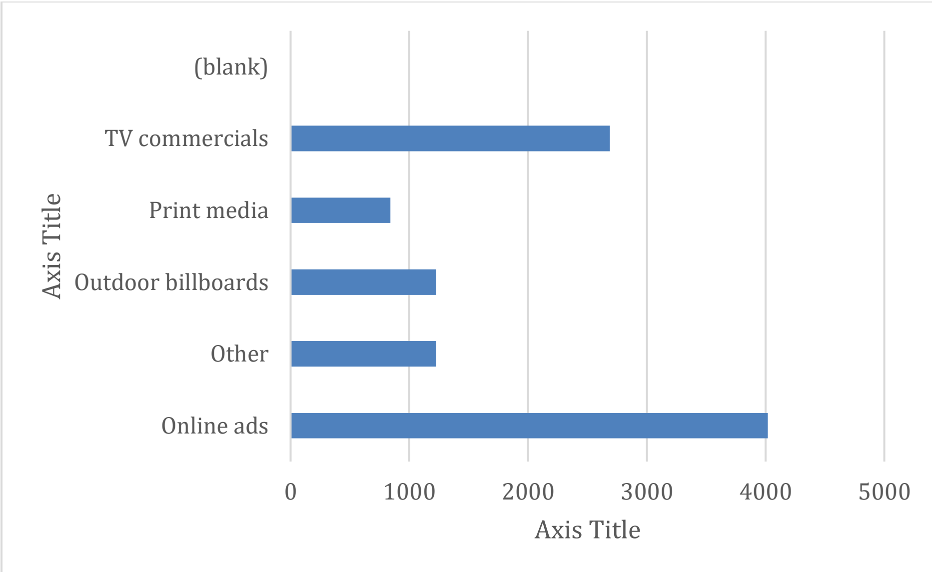
Conclusion:

- 26.5% of the respondents rely on Brand Reputation which is a major factor over preference of other brands.
- Other reasons include Taste/Flavour, Availability and so on.

<u>4. Marketing Channels and Brand Awareness:</u>

a. Which marketing channel can be used to reach more customers?

Row Labels	**Count of Marketing_ channels**
Online ads	4020
Other	1225
Outdoor billboards	1226
Print media	841
TV commercials	2688
Grand Total	**10000**

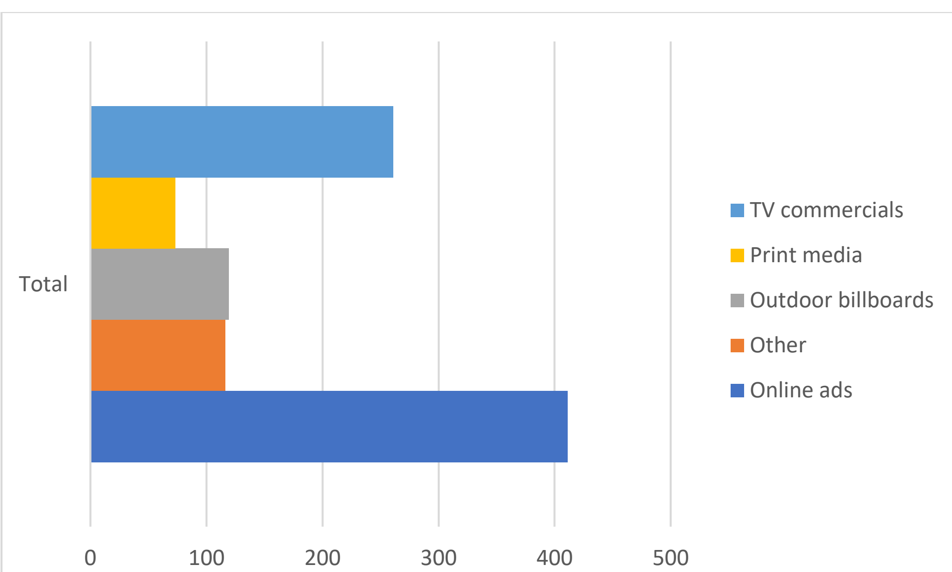


Conclusion:

- **'Online ads**' are the best way to reach most of the customers, followed by **'TV Commercials' and then 'Outdoor billboards.**
- It is around 40.2%

c. How effective are different marketing strategies and channels in reaching our customers?

Row Labels	**Count of Marketing_ channels**
Online ads	411
Other	116
Outdoor billboards	119
Print media	73
TV commercials	261
Grand Total	**980**



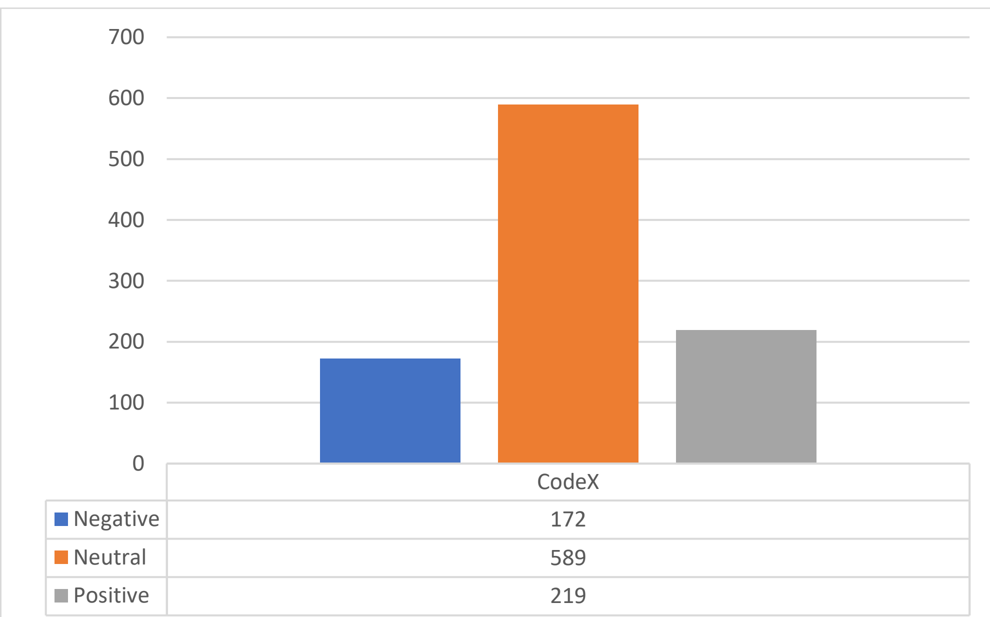
Observations:

- Almost 42% of our consumers get to know about our energy drinks through ***online ads***.
- Codex needs to improve its online visibility in order to attract more customers.

5. Brand Penetration:

a. What do people think about our brand? (overall rating)

Row Labels	Count of Adjusted Brand Perception
Negative	86
Neutral	780
Positive	114
Grand Total	980



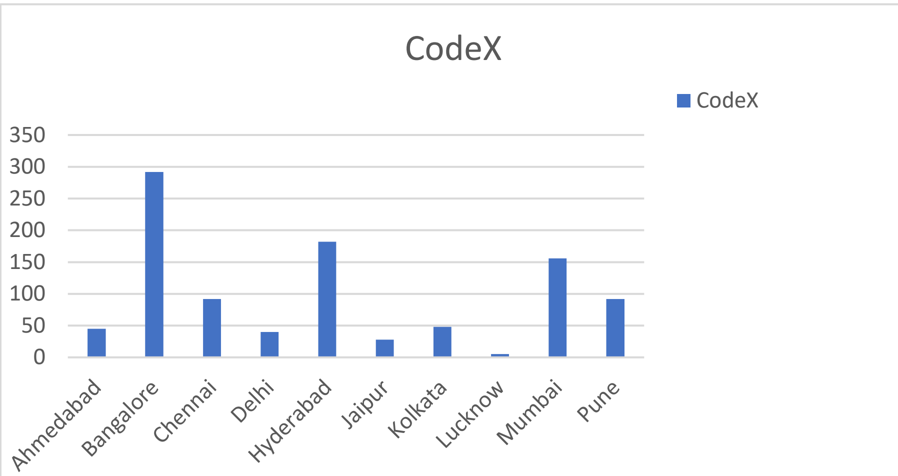
Conclusion:

- The thinking of respondents about our brand is Neutral
- Around 60% people think such.

d. Which cities do we need to focus more on?

Row Labels	Count of City
Ahmedabad	456
Bangalore	2828
Chennai	937

Delhi	**429**
Hyderabad	**1833**
Jaipur	**360**
Kolkata	**566**
Lucknow	**175**
Mumbai	**1510**
Pune	**906**
Grand Total	**10000**

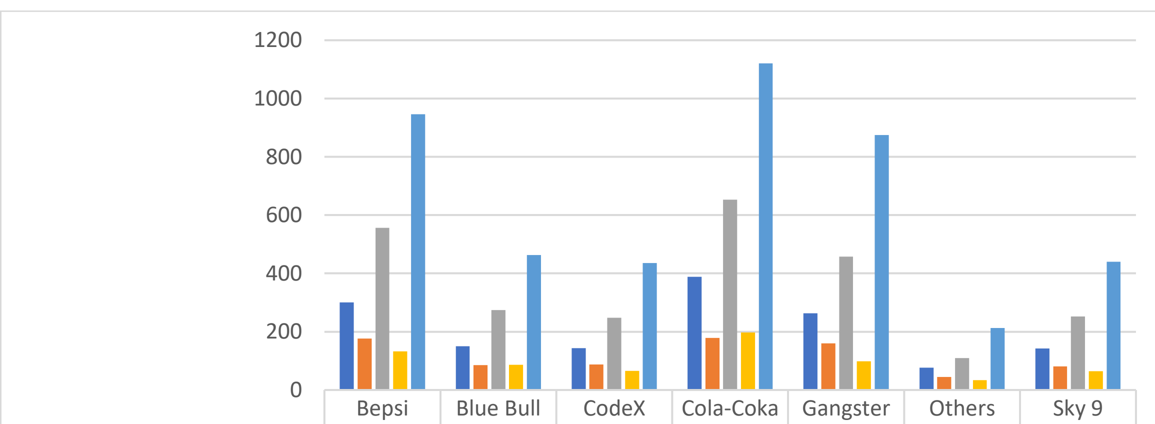


Conclusion:

- These are the bottom % cities where focus needs to be increased by CodeX.
- Among these Lucknow has the least sales..

<u>6. Purchase Behavior:</u>

a. Where do respondents prefer to purchase energy drinks?



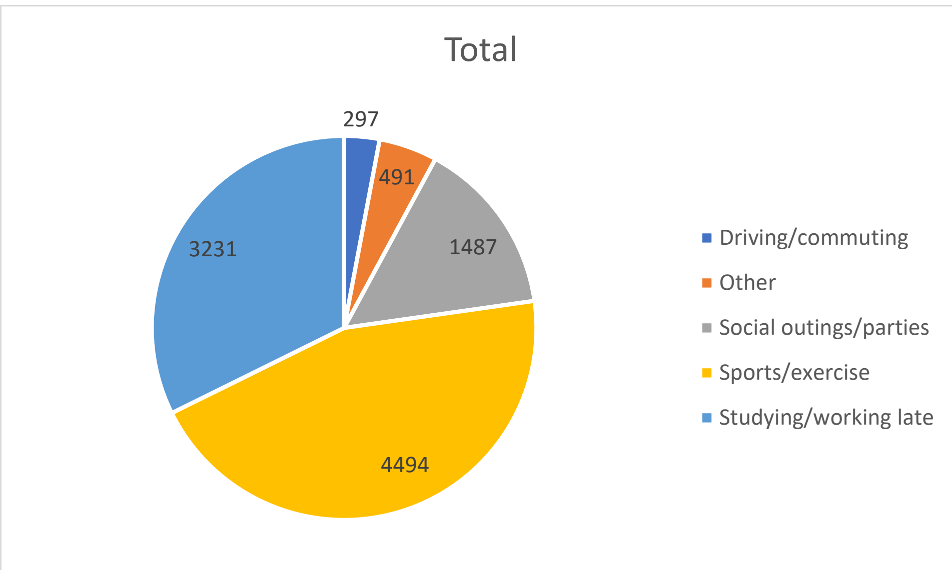
	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9
Gyms and fitness centers	301	150	143	388	263	77	142
Local stores	176	85	87	179	160	45	81
Online retailers	556	274	248	653	457	110	252
Other	133	86	66	197	99	34	64
Supermarkets	946	463	436	1121	875	213	440

Conclusion:

- Supermarkets are the most preferred location to purchase energy drinks.
- Almost 45% respondents prefer supermarkets.

b. What are the typical consumption situations for energy drinks among respondents?

Row Labels	Count of Typical_consumption_situations
Driving/commuting	297
Other	491
Social outings/parties	1487
Sports/exercise	4494
Studying/working late	3231
Grand Total	10000



Conclusion:

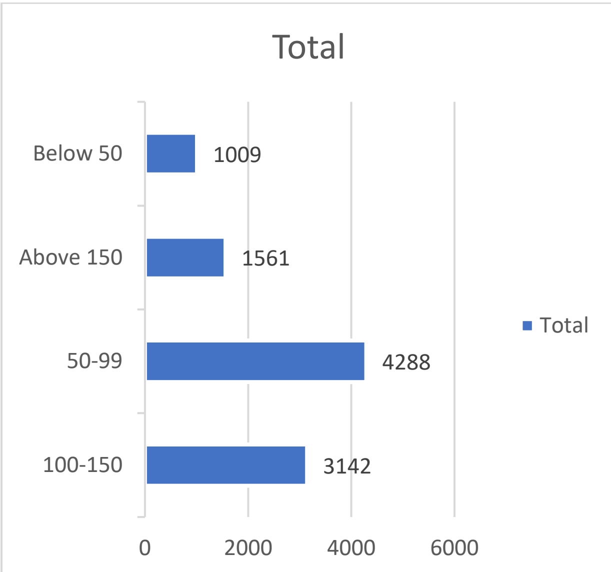
- **'Sports/exercise'** are situations where energy drinks are consumed most, followed by **'Studying/working late'.**
- **Almost 45%** respondents prefer supermarkets.

e. What factors influence respondents' purchase decisions, such as price range and limited-edition packaging?

Price:

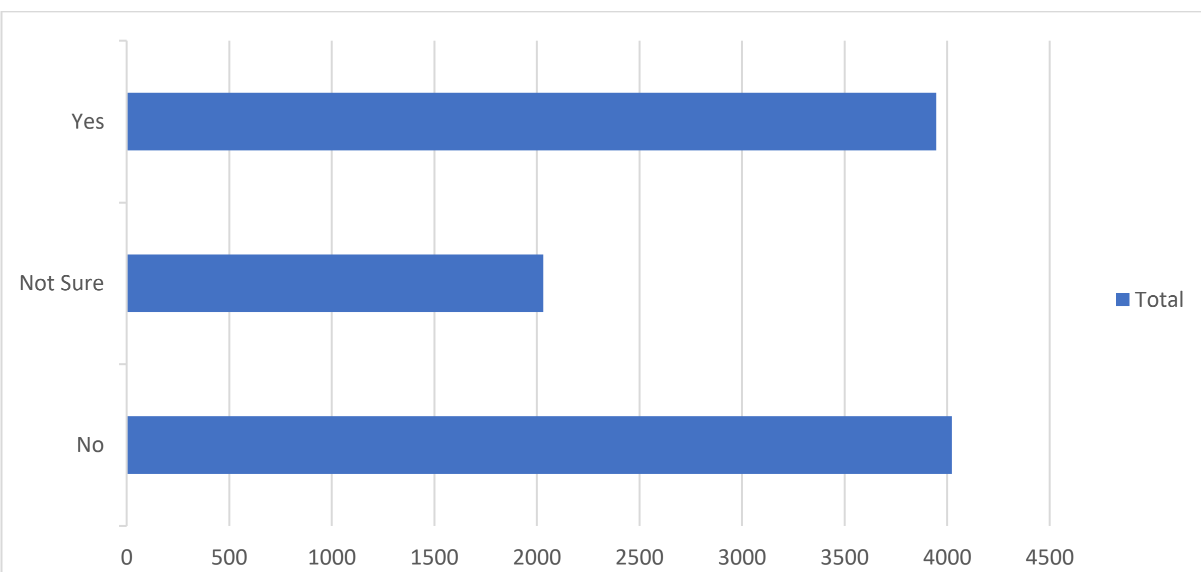
Row Labels	Count of Price_range
100-150	3142

50-99	4288
Above 150	1561
Below 50	1009
Grand Total	10000



Limited Edition Package:

Row Labels	Count of Limited_edition_packaging
No	4023
Not Sure	2031
Yes	3946
Grand Total	10000



Conclusion:

- If the **price range** of energy drinks is between 50-99, people tend to purchase more.
- Around 40% of consumers say that **limited edition packaging** influence purchase decisions.

7. Product Development

a. Which area of business should we focus more on our product development? (Branding/taste/availability)

Conclusion:

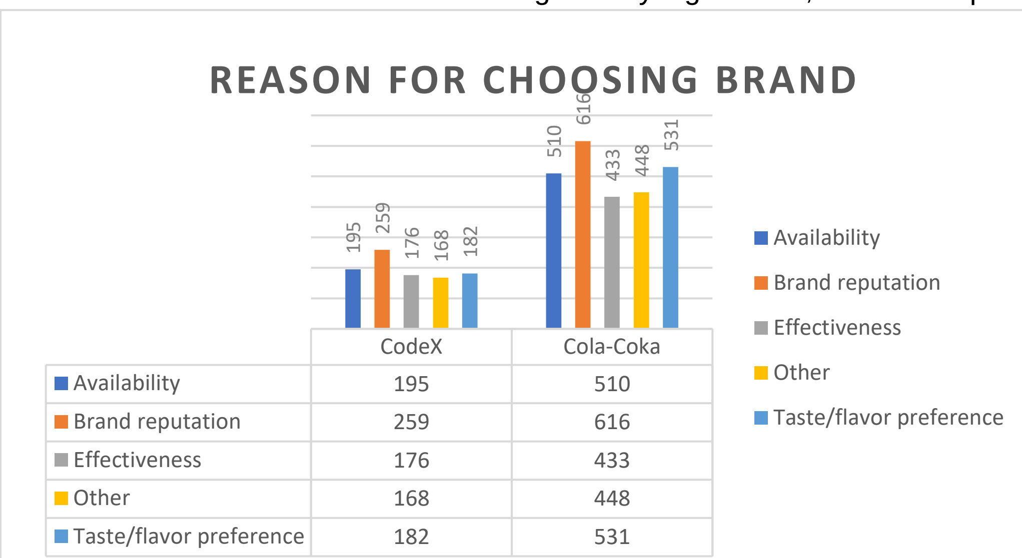
If we rate our brand in terms of taste, availability, and brand perception, it needs a lot of improvement as compare to our competitors.

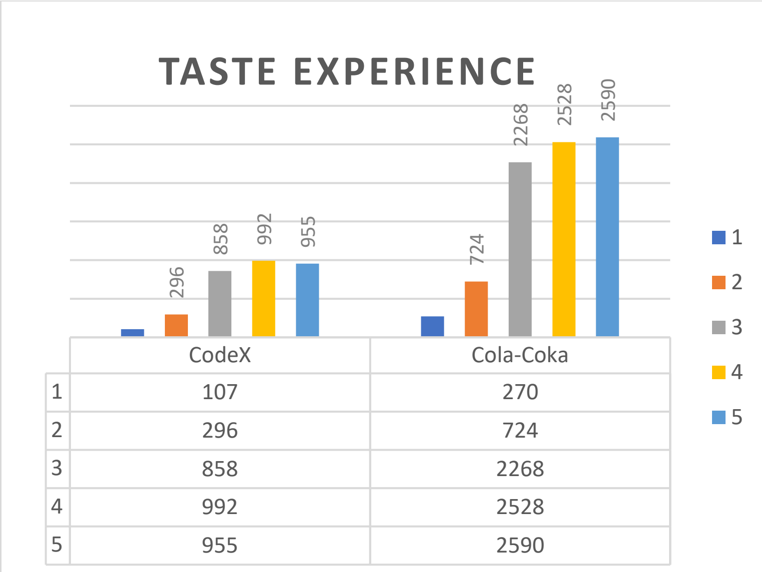
Availability: 195 / 510

highest rating of taste ie 995 /2590

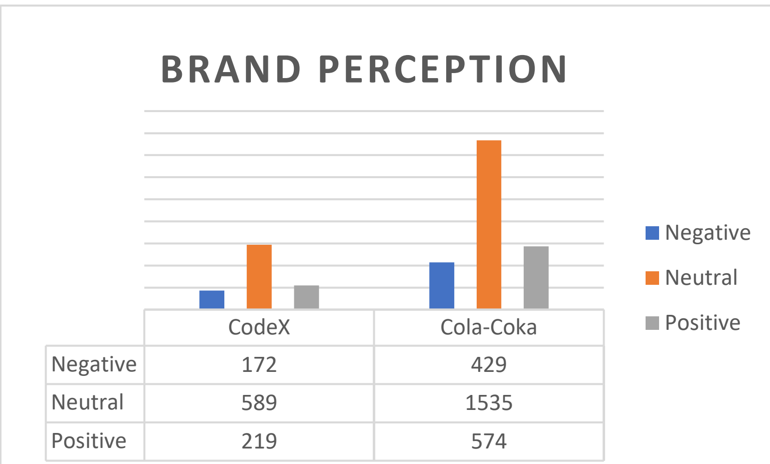
Brand perception 219 / 574

Most of the focus should be on taste using healthy ingredients, then brand perception will also improve.





	CodeX	Cola-Coka
1	107	270
2	296	724
3	858	2268
4	992	2528
5	955	2590



	CodeX	Cola-Coka
Negative	172	429
Neutral	589	1535
Positive	219	574

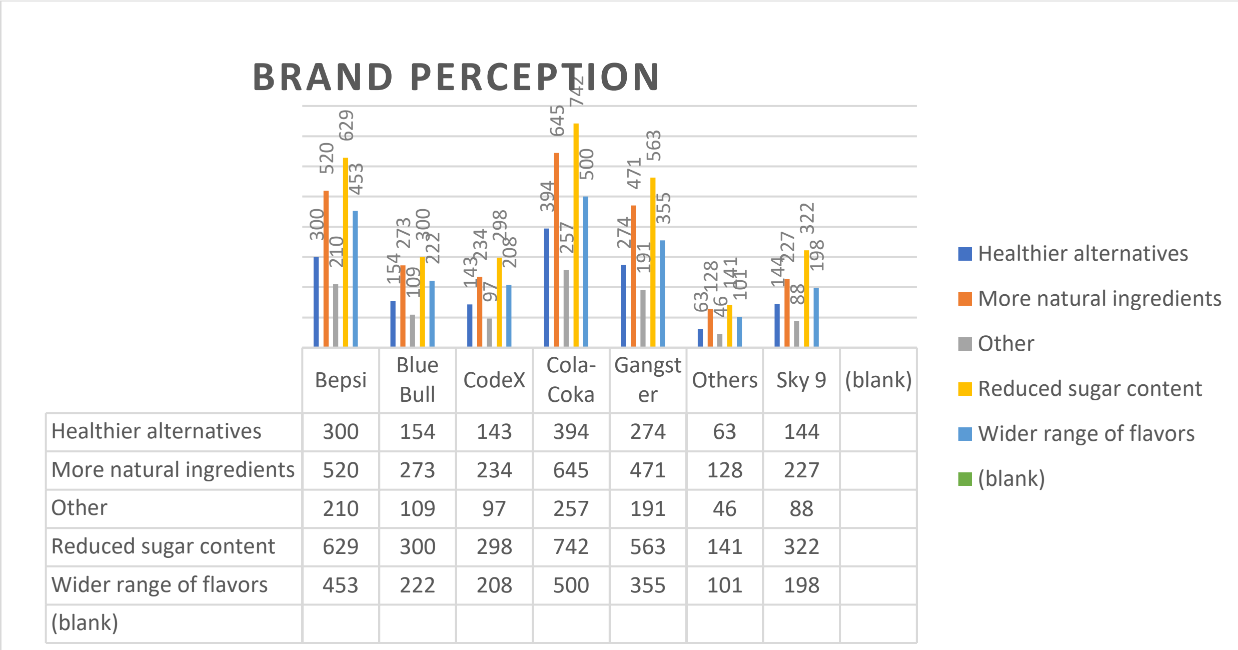
<u>Secondary Insights (Sample Sections / Questions)</u>

Note: You need to do additional market research

Recommendations for CodeX: Give 5 recommendations for CodeX (below are some samples)

● What immediate improvements can we bring to the product?

For a better improvement, we need to **"Reduce sugar content**" in our energy drink.



	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9	(blank)
Healthier alternatives	300	154	143	394	274	63	144	
More natural ingredients	520	273	234	645	471	128	227	
Other	210	109	97	257	191	46	88	
Reduced sugar content	629	300	298	742	563	141	322	
Wider range of flavors	453	222	208	500	355	101	198	
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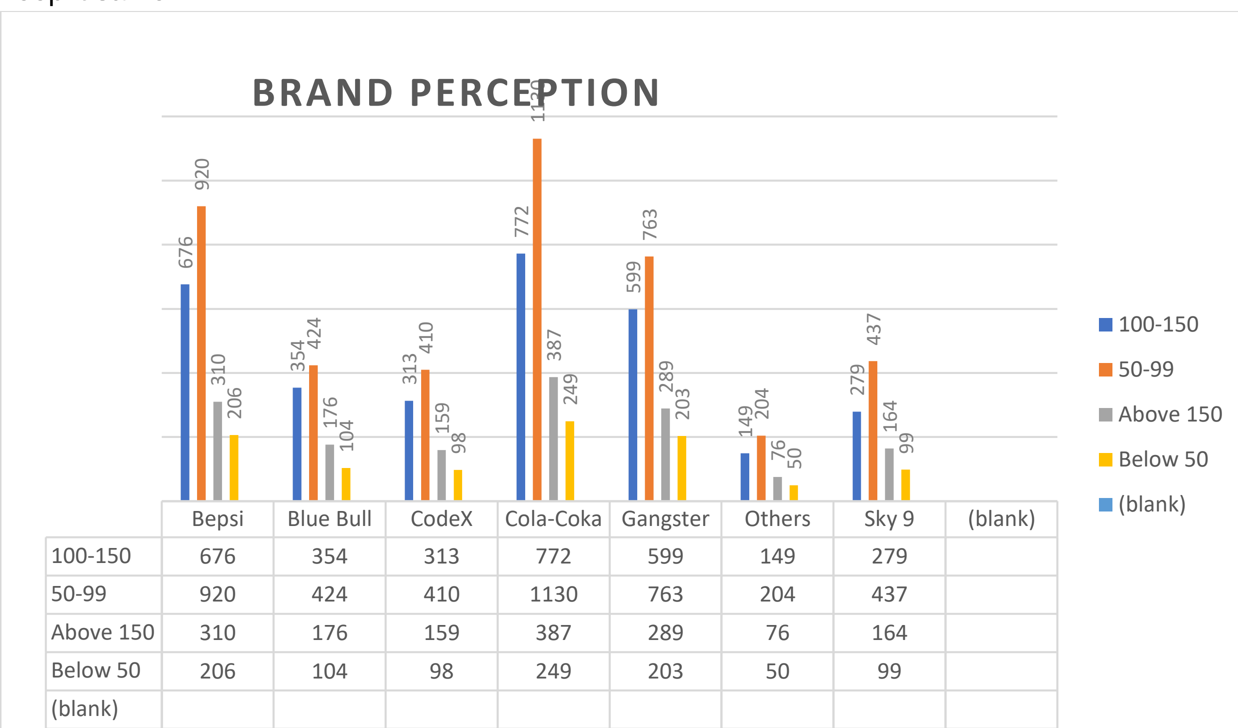
We need to improve the taste of our product immediately.

● **What should be the ideal price of our product?**

According to the survey, majority of people say that price of energy drink should be from (50 - 99), so w should keep it same



	Bepsi	Blue Bull	CodeX	Cola-Coka	Gangster	Others	Sky 9	(blank)
100-150	676	354	313	772	599	149	279	
50-99	920	424	410	1130	763	204	437	
Above 150	310	176	159	387	289	76	164	
Below 50	206	104	98	249	203	50	99	
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● **What kind of marketing campaigns, offers, and discounts we can run?**

We should run more ‘**online ads**’ to do better marketing where we can offer some discounts onf bulk order, or early bird discount on launch of new flavour.

● **Who can be a brand ambassador, and why?**

A fitness influencer would be an ideal brand ambassador for CodeX's energy drink. Their focus on promoting healthy lifestyles and exercise aligns well with the product's positioning as a beverage that enhances energy and stamina. Their endorsement can resonate strongly with the target audience, reinforcing the message that CodeX's energy drink supports an active and healthy lifestyle.

Who should be our target audience, and why?

CodeX's target audience comprises health-conscious individuals aged 18-40, particularly those interested in fitness and sports, aligning with the trend towards healthier beverage options and providing an opportunity for the brand to position itself as premium and health-focused.